

### 37 CFR 1.98(a)(1) Reference Citation for Information Disclosure Statement

#### LISTING OF UNITED STATES PATENTS - U series

| EXAMINER INITIALS | REFERENCE NUMBER (U SERIES) | PATENT NUMBER | ISSUE DATE (MM/DD/YYYY) | NAME OF PATENTEE OR APPLICANT | PAGE/LINE AND FIGURE/ELEMENT OF RELEVANT MATERIAL AND/OR IDENTIFICATION OF PRIORITY APPLICATION IN WHICH REFERENCE IS CITED ("Of Record" indicates that the reference is already of record.) |
|-------------------|-----------------------------|---------------|-------------------------|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                   | U-001                       | 5,353,218     | 10/04/1994              | De Lapa                       | Previously Cited in this application.                                                                                                                                                        |
|                   | U-002                       | 5,380,991     | 01/10/1995              | Valencia et al.               | Previously Cited in this application.                                                                                                                                                        |
|                   | U-003                       | 5,502,636     | 03/26/1996              | Clarke                        | Previously Cited in this application.                                                                                                                                                        |
|                   | U-004                       | 5,557,518     | 09/1996                 | Rosen                         | Previously Cited in this application.                                                                                                                                                        |
|                   | U-005                       | 5,642,419     | 06/1997                 | Rosen                         | Previously Cited in this application.                                                                                                                                                        |
|                   | U-006                       | 5,794,210     | 08/11/1998              | Goldhaber et al.              | Previously Cited in this application.                                                                                                                                                        |
|                   | U-007                       | 5,806,044     | 09/1998                 | Powell                        | Previously Cited in this application.                                                                                                                                                        |
|                   | U-008                       | 5,855,007     | 12/1998                 | Jovicic et al.                | Previously Cited in this application.                                                                                                                                                        |
|                   | U-009                       | 6,012,038     | 01/2000                 | Powell et al.                 | Previously Cited in this application.                                                                                                                                                        |
|                   | U-010                       | 6,047,067     | 04/2000                 | Rosen                         | Previously Cited in this application.                                                                                                                                                        |
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# 37 CFR 1.98(a)(1) Reference Citation for Information Disclosure Statement

## LISTING OF NON PATENT LITERATURE - O Series

| EXAMINER INITIALS | REFERENCE NUMBER (O Series) | PUBLICATION DATE (MM/DD/YYYY) | INCLUDE IN SEQUENCE: Name of first author (in CAPITAL LETTERS), Title in quotation marks, name of publication, date of publication, page numbers, publisher, city of publication, and country of publication | ENGLISH LANGUAGE TRANSLATION ATTACHED? (YES OR NO) AND/OR IDENTIFICATION OF PRIORITY APPLICATION IN WHICH REFERENCE IS CITED ("Of Record" indicates that the reference is already of record.) |
|-------------------|-----------------------------|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                   | O-001                       |                               | ESR dated July 25, 2007 in application EP 07008224.3                                                                                                                                                         | Previously Cited in this application.                                                                                                                                                         |
|                   | O-002                       | 08/22/2008                    | Pending claims for US 08/873,974, Attorney Reference: CAT/34-SCRO-US                                                                                                                                         | Previously Cited in this application.                                                                                                                                                         |
|                   | O-003                       | 08/22/2008                    | Appeal brief for US 08/873,974, Attorney Reference: CAT/34-SCRO-US                                                                                                                                           | Previously Cited in this application.                                                                                                                                                         |
|                   | O-004                       |                               | Specification for US 09/505,632, Attorney Reference CAT/34-SCRO-CCP                                                                                                                                          | Previously Cited in this application.                                                                                                                                                         |
|                   | O-005                       |                               | Pending Claims for US 09/505,632, Attorney Reference CAT/34-SCRO-CCP                                                                                                                                         | Previously Cited in this application.                                                                                                                                                         |
|                   | O-006                       |                               | Appeal Brief for US 09/505,632, Attorney Reference CAT/34-SCRO-CCP                                                                                                                                           | Previously Cited in this application.                                                                                                                                                         |
|                   | O-007                       |                               | Summons to attend oral hearings dated 7/30/2010 in related case EP 00910224.5, filed 2/16/2000                                                                                                               |                                                                                                                                                                                               |
|                   | O-008                       | 05/01/1996                    | Kohda et al., "Ubiquitous advertising on the WWW: Merging advertisement on the browser", Computer Networks and ISDN Systems 28 (1996) 1493-1499.                                                             |                                                                                                                                                                                               |
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